



**PATENT APPLICATION**

Attorney Docket No. 1000172-0003

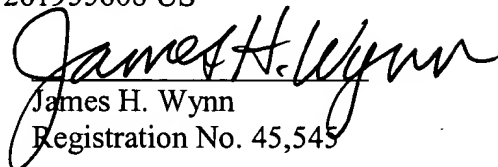
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Wolf, et al. )  
Application No.: 09/781,788 )  
Filed: February 12, 2001 )  
Title: Advertising Method and System )  
Group Art Unit: 3622 )  
Examiner: Jean D. Janvier )

**Certificate of Express Mailing**

I hereby certify that this correspondence is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" Service under 37 CFR § 1.10 on the date indicated below and is addressed to: Director of the United States Patent and Trademark Office, Attention: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450. Express Mail Label Number: ER 261955608 US

August 24, 2004

  
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**RESPONSE TO OFFICE ACTION AND ELECTION**

Hon. Director of the United States Patent and Trademark Office  
Attention: Commissioner for Patents  
P. O. Box 1450, Alexandria, VA 22313-1450

Dear Sir:

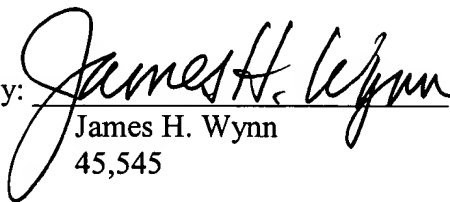
In response to the Office Action with a mailing date of July 1, 2004 issuing a restriction as between claims 1-11 and claims 12-15 the Applicants elect to proceed with examination of claims 1-11. Applicants will file a divisional application for claims 12-15.

A check in the amount of \$55.00 made payable to the United States Patent and Trademark Office for the extension for response within the first month is attached. Any other

fees that are due in connection with this correspondence can be charged to Deposit Account No.  
122144 which is in the name of Lord, Bissell & Brook.

Respectfully submitted,

LORD, BISSELL & BROOK LLP

By:   
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August 24, 2004  
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